



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

CONTRACT

Contract / Revision	Alt Order #
568097 /	07897137

Product

LCV/SEN MAJ PAC

Contract Dates

08/16/12 - 08/29/12

Estimate #

126/133/1611

Advertiser

League Conservation Voters/Senate Majority 08/17/12 / 08/17/12

Original Date / Revision

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
126	133	
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

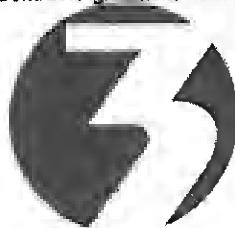
And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
1 3	08/16/12	08/17/12	NewsChannel 3 News		5-6am		:30			NM	2	\$480.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	2	\$240.00								
2 3	08/16/12	08/17/12	Newschannel 3 News		6-7am		:30			NM	2	\$730.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	2	\$365.00								
3 3	08/16/12	08/17/12	CBS This Morning		7-9a		:30			NM	2	\$560.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	2	\$280.00								
4 3	08/19/12	08/26/12	CBS Sunday Morning		9-1030am		:30			NM	2	\$970.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	-----S	1	\$485.00								
Week: 08/20/12	08/26/12	-----S	1	\$485.00								
5 3	08/19/12	08/26/12	Face the Nation		1030-11am		:30			NM	2	\$1,110.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	-----S	1	\$555.00								
Week: 08/20/12	08/26/12	-----S	1	\$555.00								
6 3	08/16/12	08/17/12	Let's Make A Deal	9am	9-10am		:30			NM	1	\$415.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	1	\$415.00								
7 3	08/16/12	08/17/12	Price is Right		11am-12n		:30			NM	1	\$555.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	1	\$555.00								
8 3	08/16/12	08/17/12	Newschannel 3 News		12n-1230pm		:30			NM	2	\$830.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	2	\$415.00								
9 3	08/16/12	08/17/12	CBS Daytime		1228-3pm		:30			NM	2	\$1,110.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	2	\$555.00								
10 3	08/16/12	08/17/12	Ellen Degeneres	3pm	3-4pm		:30			NM	1	\$395.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--	1	\$395.00								
11 3	08/16/12	08/17/12	NewsCha	3 News First @ 4p	358-5pm		:30			NM	2	\$560.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 568097 /	Alt Order # 07897137	
Contract Dates 08/16/12 - 08/29/12	Product LCV/SEN MAJ PAC	Estimate # 126/133/1611
Advertiser League Conservation Vot	Original Date / Revision 08/17/12 / 08/17/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
		Week: 08/13/12	08/19/12	---TF--				2	\$280.00		
12	3	08/16/12	08/17/12	Newschannel 3 News	5-530pm		:30			NM	2 930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	---TF--				2	\$465.00		
13	3	08/16/12	08/17/12	Newschannel 3 News	530-6pm		:30			NM	2 870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				2	\$435.00		
14	3	08/16/12	08/17/12	Newschannel 3 News	6-630pm		:30			NM	2 1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				2	\$505.00		
E	15	3	08/18/12	08/25/12	Newschannel 3 News	6-630pm		:30		NM	1 170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	-----S-				1	\$170.00		
		Week: 08/20/12	08/26/12	-----S-				1	\$170.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
	2	3	08/20/12-08/26/12	Newschannel 3 News	6-630pm	-----Sa--	:30		\$170.00	NM	
											Credited
16	3	08/19/12	08/26/12	Newschannel 3 News	630-7pm		:30			NM	2 400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	-----S				1	\$200.00		
		Week: 08/20/12	08/26/12	-----S				1	\$200.00		
17	3	08/16/12	08/17/12	7-730pm	7-730pm		:30			NM	2 1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	---TF--				2	\$585.00		
18	3	08/16/12	08/17/12	730-8pm	730-8pm		:30			NM	2 1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	---TF--				2	\$585.00		
19	3	08/20/12	08/27/12	Monday Prime	10-11pm		:30			NM	2 3,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/20/12	08/26/12	M-----				1	\$1,655.00		
		Week: 08/27/12	09/02/12	M-----				1	\$1,655.00		
E	20	3	08/22/12	08/29/12	Wednesday Prime	10-11pm		:30		NM	1 1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/20/12	08/26/12	--W----				1	\$1,375.00		
		Week: 08/27/12	09/02/12	--W----				1	\$1,375.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
	2	3	08/27/12-09/02/12	Wednesday Prime	10-11pm	---W-----	:30		\$1,375.00	NM	
											Credited
E	21	3	08/17/12	08/24/12	Friday Prime	10-11pm		:30		NM	1 1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	----F--				1	\$1,375.00		
		Week: 08/20/12	08/26/12	----F--				1	\$1,375.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
	2	3	08/20/12-08/26/12	Friday Prime	10-11pm	-----F---	:30		\$1,375.00	NM	
											Credited
22	3	08/16/12	08/17/12	Late News (M-F)	11-1135p		:30			NM	3 2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/13/12	08/19/12	---TF--				3	\$760.00		
23	3	08/18/12	08/26/12	Late News (Sa-Su)	11-1135p		:30			NM	2 1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							

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Contract / Revision	Alt Order #
568097 /	07897137
Contract Dates	Product
08/16/12 - 08/29/12	LCV/SEN MAJ PAC
Advertiser	Original Date / Revision
League Conservation Vot	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
Week: 08/13/12		08/19/12		-----SS				1	\$760.00		
Week: 08/20/12		08/26/12		-----SS				1	\$760.00		
24	3	08/16/12	08/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2 \$470.00
Week: 08/13/12		08/19/12		---TF--				2	\$235.00		
25	3	08/20/12	08/24/12	NewsChannel 3 News	5-6am		:30			NM	6 \$1,440.00
Week: 08/20/12		08/26/12		MTWTF--				6	\$240.00		
26	3	08/20/12	08/24/12	CBS This Morning	7-9a		:30			NM	4 \$1,120.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$280.00		
27	3	08/20/12	08/24/12	Let's Make A Deal	9am	9-10am	:30			NM	1 \$415.00
Week: 08/20/12		08/26/12		MTWTF--				1	\$415.00		
28	3	08/20/12	08/24/12	Price Is Right	11am-12n		:30			NM	1 \$555.00
Week: 08/20/12		08/26/12		MTWTF--				1	\$555.00		
29	3	08/20/12	08/24/12	Newschannel 3 News	12n-1230pm		:30			NM	5 \$2,075.00
Week: 08/20/12		08/26/12		MTWTF--				5	\$415.00		
30	3	08/27/12	08/29/12	Newschannel 3 News	12n-1230pm		:30			NM	3 \$1,245.00
Week: 08/27/12		09/02/12		MTW----				3	\$415.00		
31	3	08/20/12	08/24/12	CBS Daytime	1228-3pm		:30			NM	2 \$1,110.00
Week: 08/20/12		08/26/12		MTWTF--				2	\$555.00		
32	3	08/20/12	08/24/12	Ellen Degeneres	3pm	3-4pm	:30			NM	2 \$790.00
Week: 08/20/12		08/26/12		MTWTF--				2	\$395.00		
33	3	08/20/12	08/24/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	2 \$560.00
Week: 08/20/12		08/26/12		MTWTF--				2	\$280.00		
34	3	08/20/12	08/24/12	Newschannel 3 News	5-530pm		:30			NM	4 \$1,860.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$465.00		
35	3	08/20/12	08/24/12	Newschannel 3 News	530-6pm		:30			NM	4 \$1,740.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$435.00		
36	3	08/20/12	08/24/12	Newschannel 3 News	6-630pm		:30			NM	4 \$2,020.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$505.00		
37	3	08/20/12	08/24/12	7-730pm	7-730pm		:30			NM	4 \$2,340.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$585.00		
38	3	08/20/12	08/24/12	730-8pm	730-8pm		:30			NM	4 \$2,340.00
Week: 08/20/12		08/26/12		MTWTF--				4	\$585.00		
39	3	08/20/12	08/24/12	Late News (M-F)	11-1135p		:30			NM	3 \$2,280.00
Week: 08/20/12		08/26/12		MTWTF--				3	\$760.00		

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Contract Dates	Product	Estimate #
08/16/12 - 08/29/12	LCV/SEN MAJ PAC	126/133/1611
Advertiser		Original Date / Revision
League Conservation Vol		08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
40	3	08/20/12	08/24/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3 \$705.00
		Start Date	End Date	Weekdays							
		Week: 08/20/12	08/26/12	MTWTF--				3	\$235.00		
N	41	3	08/29/12	08/29/12	Redskins Preseason	4p-1xm	:30			NM	1 \$1,265.00
		Start Date	End Date	Weekdays							
		Week: 08/27/12	09/02/12	--W----				1	\$1,265.00		
N	42	3	08/27/12	08/27/12	Monday Prime	9-10pm	:30			NM	1 \$1,655.00
		Start Date	End Date	Weekdays							
		Week: 08/27/12	09/02/12	M-----				1	\$1,655.00		
										Totals	97 \$49,280.00